

The Fall Festival at Cohen's Store

And the Standard Trade Mark of All and Every Single Article is

"BOTTOM PRICES."

This is the unchangeable part of Cohen's Store; no matter how fast, or however much it grows. You have supported this policy here for nearly fifty years, and we hold faithful to that trust. Monday's Sale will see a **Storm of Lowered Prices**, caused by many conditions of the Dry Goods market quite unforeseen. Manufacturers have held for higher prices, and in consequence have met with slow selling results. Something had to break, and the following prices will present their own stories:

Silks Were Never Priced So Little Before

It isn't reasonable to think they will be so again soon. Blacks, whites, colors or fancies—every kind of silk material. We have explained the cause before. Here are some few of the many changed prices:

- \$1.50 Black Crepe de Chine, 87c.**
40 inches wide, superior quality, lustrous black, heavy and durable.
- \$1.10 Black Taffeta at 75c.**
Excellent grade black taffeta, from the best makers, full yard wide, soft and rustling finish.
- \$1.50 Crystal Silk, 80c.**
27 inches wide, choice new silk just from the mills; makes beautiful gowns and evening wraps.
- 69c Black Taffeta, 38c.**
Lyons' dye, with a bright finish; heavy enough for whole dresses.
- \$1.00 Black Taffeta, 75c.**
Black, white and all the most popular street shades; most fashionable silk for fall and winter.
- 30c Colored Taffetas, 25c.**
An excellent assortment of this season's new colors, guaranteed pure silk.
- \$1.10 Black Taffeta, 75c.**
Fine imported black taffeta, from the best makers, full yard wide, soft and rustling finish.
- \$1.20 Black Taffeta, 80c.**
36 inches wide, has a fine lustrous surface, guaranteed pure dye, heavy enough for any purpose.
- \$1.25 Colored Messalines, 75c.**
All the evening and street shades, soft and clingy, has a sheen like silver.
- 65c Pongees, 60c.**
Full assortment of fall and winter shades, 27 inches wide, has the rough crush finish.
- 50c Black Swiss China, 30c.**
23 inches wide, light weight black silk; noted for its serviceableness.

Furs Is One of the Strong Departments at Cohen's.

We deal in all kinds of fine, as well as the least priced, ones, and they are called by their right names. The advantage in fur buying here is easily seen when you compare the values.

- Genuine Squirrel Throw Scarfs, 1 1/2 yards long, chenille ends, \$4.00.**
- Brown Hare Throw Scarfs, 54 inches long, \$2.40.**
- Jap Mink Throw Scarfs, that are dark like American minks, \$5.00.**
- Imitation Ermine Throw Scarfs, trimmed with real ermine tails and white chenille fringe, \$3.45.**
- Full Length Fox Scarfs, 54 inches long, large brush and claws, \$5.**
- Handsome Genuine Mink Boas, 72 inches long, fancy silk lining, trimmed with 6 real mink tails, \$25.**
- Handsome Shawl Shaped Isabelle Fox Scarfs, with fancy silk lining, as pretty as you ever saw for \$30; our price, \$18.50.**
- Genuine Hudson Bay Sable, new shape novelty scarfs, trimmed with sable tails and real claws, \$50. Fancy Muffs to match, \$45.**
- Genuine Black Lynx Shawl Shaped Scarf, a \$50 piece at the furrier's; Cohen's price, \$35. A large Muff to match, \$25.**

Some Big Bargains in Belts and Bags

- 25 dozen Fine Silk Opera Bags, made to sell at \$1, are special, 50c each; all silk.**
- Patent Leather Bags, 50c each, at 15c.**
- 25 new styles in Bags at 50c.** They are well worth 75c each; all the latest fads.
- Sample lot of Silk Belts, worth 60c to 65c, special 25c each.**
- Lot of odds and ends in Silk and Leather Belts, sold to 25c, choice, any, 4c each.**
- Tourist Belts, extra sizes, sold at a bargain for 25c, special 10c each.**

Notions as Only Cohen Sells Them

- Mercedized Embroidery Cotton, 2c a spool; every shade.**
- Silk Grosgrain Featherbone, 15c quality, 8c a yard.**
- Cotton Featherbone, 8c quality, 5c.**
- Sample sale of 25c Dress Shields, 8c a pair.**
- Good Hooks and Eyes, 6 cards 5c.**
- Velvet Grip Hose Supporters, all sizes, 14c a pair, usually 17c, 10c and 20c.**
- 100 gross fine new White Heading, special price, 5c and 10c.**
- King's Spool Cotton, 2c a spool.**

The Enormous Second Floor Garment Store

Presents the most plausible statement through its thousands of various garments, fashioned as the most aristocratic assemblage of artistically made outer garments ever exhibited in this State. This fact and the small prices on them should bring every garment buyer in Richmond, to the floor.

All-wool Full Length Coat Dresses in light gray, with velvet collars; the most stylish garments of the season; on sale Monday for \$10.50.

The same in new elephant's breath gray, \$38 suits for \$20 each.

New line of Blon Suits, the handsomest of the season, artistically trimmed and perfect tailoring. We sell these suits for \$10.50.

Dresses at \$22.50 and \$30.—They are not like those you find anywhere else. Our styles are gathered from the most artistic sources.

The New Dress Coats, 52 inches long, in black broadcloth, light-weight melton or covert; these goods are the newest accepted styles in both Paris and London.

\$31 Coats for \$18.
\$34 Coats for \$25.
New Black Cloth Coats, for lined, from \$25 to \$50.
Pur Coats from \$25 to \$35.

Monday you will find Children's Coats, ages 6 to 14 years, in the very best of style, for \$3.50 and \$4.00.

Children's Coats at \$1.50, \$5 and \$15, if you like. They are the best value in everything that you look for.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Dressing Scaques and Kimonos of every description, in silk and flannelette. Flannelette Dressing Scaques, 25c each. Long Kimonos, from 80c to \$2.50.

Special Underwear Prices

In addition to our regular unrivalled underwear stock, some special lots have come in for Monday's selling. They were bought at a big advantage and are marked close for quick selling.

584 Women's Garments is among the Knit Underwear on sale Monday. Vests and Pants, all sizes, best 25c value we ever sold when bought at the best advantage; price 10c a garment.

\$1.50 and \$1.25 Fine Oxford Wool Vests and Pants—body shaped that fits close and different from every other made—for 85c a garment.

Lot of Women's Scarlet Sanitary Vests and Pants. Were \$1 and \$1.50, now 75c and \$1 a garment.

Non-shrinkable Woolen Vests for women, the best 75c value in town, all sizes, 50c each.

Boys' Union Suits, the heaviest fleece-lined made, silk tape and flat seams, all sizes, 45c each.

300 dozen Boys' Union Suits, fleece-lined, usually 35c, in all sizes, 25c each.

Heaviest and Best Made Shirts and Drawers for boys, sizes to 34, for 25c a garment.

On Sale Monday—70 dozen Misses' Black Wool Ribbed Pants, 75c a pair.

SPECIAL FOR MONDAY.—Only 36 dozen to be sold. Women's Fleece Ribbed Vests, all sizes, for 12 1-2c each.

Infants' 50c Wool Wrapper Vests, sizes to 6, for 20c.

Munsing Plated Underwear. is the only underwear we know of that will positively wear two seasons and yields the comfort that no other gives. All kinds and sizes from infants' to women's extra sizes.

Children's Garments, 50c, 60c, 75c and 85c. Women's Vests and Pants, 50c, 60c, 75c, \$1, \$1.25 and \$1.50.

Women's Union Suits, \$1.25, \$1.75, \$2, \$2.50 and \$3.

Boys' and Girls' Union Suits, 50c, 60c, \$1, \$1.25 and \$1.50.

Best \$1 Bleached Damask over seen in Richmond—it's Irish—2 yards wide, has come in to sell at 60c a yard. We have not had a bargain like it for 3 years.

Heavy Linen German Damask, 20c a yard. Among the new Damask Napkins is 3-4 size in new patterns; the \$5 grade for \$3 a dozen.

The ordinary Dinner Size, Full Bleached Best \$1.50 Napkins for \$1.10 a dozen.

200 dozen Linen Dinner Napkins, full bleached, for 35c a dozen.

Sale of Towels includes the best Linen Huck-Towels ever sold at \$2 a dozen; these are 12 1-2c each.

Regular 25c Linen Damask Towels, tied fringe, colored borders, 15c each.

Large Cotton Absorbent Bath Towels, 54x24 inches, 8c each.

Hosiery Specials. Preparation for a Hosiery sale has been made by our buyer who was ordered to pick up all that could be found at under prices.

On Sale Monday—Women's Black Full Regular Stockings, various kinds; best 30c imported stockings made, for 25c a pair.

One lot of Women's Best 25c Fancy Stockings for 15c a pair.

Women's Best 15c Stockings, in all sizes, including extra, for 10c a pair.

Boys' Double Ribbed 15c and 17c Stockings, all sizes to the largest, for 10c a pair.

Best Black Goods Are at Cohen's.

All the advantage that the best goods only can give with Cohen's prices means much to you. See these special prices for Monday.

15 pieces of All Wool Voles, the best 50c quality, for 20c a yard.

\$1.85 Black French Henriettes for \$1.25 a yard.

Heavy Tailor Shrunken Serge, best \$1 value, for 60c a yard.

The best \$1 Prunella Cloth sold is 75c a yard.

\$1.25 Herringbone Cheviot to be sold for 75c.

\$1.25 Panama Cloth for \$1.

Imported Unfinished Worsted for \$1.20 a yard.

\$1.25 Shrunken Clay, for tailor suits, \$1.

Oxford and Imperial All Wool Serge for 60c.

Silk Bolleone, 11.25 quality, for 75c a yard.

A Sale in the New Men's Furnishings.

Men's Negligee Dark Imported Chambray Shirts, made to sell for 95c, all sizes, for 45c.

Men's Heavy Underwear, 50c to 75c qualities, for 30c and 50c.

The newest style Neckwear, that sells for 25c to 30c; choice of more than 100 dozen, 10c each.

58-inch Long Silk String Ties and Bows that usually sell for 15c to 25c; choice 10c.

12 1-2c and 15c Black, or Black with Colored Embroidery, Half Hose; choice 10c a pair.

Night Robes—Flannelette for 60c and 75c.

Muslin for 30c and 60c; both away under value. This department is money saving.

Wonderful Values in Fine Linings

10 pieces best 25c Tailor's Canvas, special 15c a yard.

25 pieces Black and all Colors Mercerized Batteen Linings, usually 17c quality, is 12 1-2c a yard.

Black Satinets, always heretofore 38c, special Monday, 25c a yard.

Best 17c Gray Figured Silene Linings are 12 1-2c a yard.

1,000 yards Black Silk Finish Linings, same as the 12 1-2c quality, lengths to 5 yards, for 6 3-4c a yard.

1,300 yards from de Soie and Fine Percaleine, worth 25c and 35c, lengths to 7 yards, for 12 1-2c a yard.)

A Big Special Sale of New Ribbons

Another lot of those three-inch Satin Ribbons, in every shade; 17c value, at 10c a yard.

3 1/2-inch Black Taffeta Ribbons, a bargain at 15c, for 11c a yard.

Lot of fine quality Warp Print Ribbons, made for 60c, special 20c a yard.

5-inch New Changeable Ribbons, in all combinations; worth 20c, special at 10c a yard.

Cohen's Kid Gloves

Are the Royalty of the Glove Market. Else how could ALL be satisfactory. We have not heard of six bad pairs in a year.

The \$1 gloves come in all the colors, including white or black.
The \$1.50 gloves are best that \$2 can buy.
The Cape Walking Gloves at \$1 are \$1.50 in most stores.
The 10-button Glove Kid Gloves and the Biarritz are among the new glove ideas; they are \$1.50 value, and we sell them for \$1 a pair.

The Kid Gloves at 59c

are sold in other stores all the way at from 60c to \$1 a pair, and we know what we are talking about.

Long 12 and 16-button Gloves in Swede or Glace are \$1.05, instead of \$2.50. The \$2.50 ones are \$2.50.

Ladies' Home Journal Patterns

Are the best because they not only allow for all seams but have many exclusive styles which are gotten at a big expense. Prices are only 10c and 15c. Get a style book free.

The Enlarged Curtain Store.

Has taken a stride to the front, not only with its immense stock, but also with the biggest values ever shown in Richmond. No matter from what country they come, wherever the best curtains are made, we get them. There is a suggestion in every minute spent in this department.

- Brocade, for curtains and furniture covering, in plain color or figured; 69 inches wide, 75c a yard.**
- Heavy Figured Tapestry, 50 inches wide, red, green and brown; worth \$1.50, for \$1 a yard.**
- 24-inch Figured and Plain Burlap, regular price 22c, for 15c a yard.**
- 15c Plumed Satteens, in Oriental and floral designs, 4 1-2c a yard.**
- Irish Point Curtains that are worth to \$7.50 for \$5 a pair.**
- Renaissance Bonne Femme Curtains, 3 yards long, 50 inches wide; value to \$5, Monday \$2.00 each.**
- Ruffle and Flat Renaissance Curtains, \$2 value, \$1.45 a pair.**
- Cable Net Curtains, in Renaissance and Irish Point designs, strong and durable, 3 1/2 and 4 yards long; worth \$3.50, for \$2.50 a pair.**
- \$2 Heavy Scotch Curtains, 3 1/2 yards long, 60 inches wide, 98c a pair.**
- Muslin Curtains, made of best quality muslin, 3 yards long, 70c a pair.**
- \$2.50 Corded Arabian Curtains, 3 1/2 yards long, \$1.50 a pair.**
- \$1 Solid Color and Figured Portieres, all colors, \$2.00 a pair.**
- Roman Stripe Couch Covers, 3 yards long; \$1.75 value, for \$1 each.**
- Fancy Wood Grill, in 12 and 18 inch widths, any length, 20c to 60c a foot.**
- 50c Brass Curtain Poles, with fixtures complete, for 25c.**

Carpets and All Floor Coverings

As They Have Never Been Shown Before in Richmond.

Every newest design of all the reliable makers as they are produced; The choice is really wonderful, and, as in all things else, so here—we look to the prices with the greatest caution, and will be glad to furnish estimates against any house in America when desired. Here are a few of the special price thing:

Rugs and Druggets.

- 9x12 Brussels Druggets, \$13.50.**
- The usual \$15 Brussels Druggets, 9x12 size, \$15.**
- Moravian Smyrna Druggets, Oriental effects, 9x12, for \$11.50.**
- 4 1/2x7 1/2 feet Moravian Rugs, \$3.50.**
- All Wool Smyrna Druggets, 9x12, for \$10.75.**
- Oriental effects, in reds and greens.**
- Alexander and Wilton Druggets, 9x12 feet, rich Oriental and floral effects, \$22.50 to \$50.**

Carpets.

- Tapestry Brussels start at 50c a yard; others at 60c, 75c and 85c.**
- Wilton Velvet Carpets, room or hall and stair patterns, 80c to \$1.50 a yard.**
- Alexander Carpet, a pretty parlor or library effect, 95c to \$1.05 a yard.**
- Brussels Carpet Hosiery, 31c.**
- New Matting—Fancy China Matting for 11c.**
- Jointless China Matting for 15c.**
- Heaviest China Matting for 30c.**
- Fancy Weave Jap Matting, 25c; all colors.**
- Floor Oil Cloths for 10c a yard.**

Waistings and Flannels.

Some of the goods that are sold in below any ever sold in three years.

- The 25c Wool Elderdowns, in solid colors, 750 yards of lengths to 8 yards. Special for Monday, 12 1-2c a yard.**
- Raw Wool Negligee Flannels, for gowns, pajamas, etc., double fold and double fleece, 8 1-2c a yard.**
- Silk Embroidered White Flannel, 39c.**
- 12 1/2c Scotch Plaid Crisp Satinets, 4 1-2c.**
- Fancy Embroidered Wool and Mercerized Waistings, 35c and 45c.**
- Double-Fold Persian Flannelettes, for kimono, dressing gowns, bath robes, etc.; the 15 2-3c grade, for 12 1-2c.**
- Single fold, 12 1/2c grade, are 8 3-4c.**
- Double-Fold Worsted Check Suitings, looks like the 50c woolen ones, 8 3-4c.**
- Heavy Fleece Double-Face Bath Robe and Kimono Suitings, the usual 12 1/2c ones, 8 3-4c.**
- 12 1/2c Woolen Tricot Waistings, 25c.**
- Fancy Woven Outing Skirt Patterns, with crochet edge, ready for belt, 25c.**

Silk Underskirts.

See the best Taffeta Silk Underskirts you know of at \$7.50, and compare them with these at \$5.

The rich rustling kind, beautifully made and extra wide. Any length and all sizes, in black, solid colors and changeable.

Cohen's Toilet Prices.

- Big lot of Toilet Soap, six kinds to select from. A regular 5c Soap, 3-ounce cakes, choice 2c a cake.**
- 20c Clothes Brushes, special Monday, 10c.**
- Lot of Sample Tooth Brushes, 5c each.**
- Piver's Azure and Le Froese Extract, 50c an ounce.**
- Munyon's Witch Hazel Soap, 8c a cake.**

Basement Bargain Spot.

These Basement Cottons and Flannelettes

Are not to be found anywhere that we know of at these prices. A good many are short lengths, there is enough in any one style to make any garment you like. It's the corner of Cohen's Help to Economy.

- 4,200 yards of 4-4 Bleached Cottons, Cambrics and Long Cloth, the grade that sells from the piece at 12 1-2c; your pick from the lot for 7 1-2c a yard.**
- 12 1-2c Double-face Teazeldown Outings in all the tint, 7 1-2c.**
- 10 2-3c Yard-wide Shirting and Dress Madras, 8 3-4c.**
- 8 1-2c Fancy Printed Calicoes; as long as this lot lasts your choice, 5c.**
- Fancy Plaid Dress Gingham, the quality that sells from the piece at 10c, in lengths of 5 to 15 yards, for 7 3-4c a yard.**
- Yard-wide French Percales, in all the dark styles, 7 1-2c.**
- Indigo Blue and Turkey Red Calicoes, in neat printings of white and black, 4 3-4c.**
- The usual 40-inch Fine Half-bleached Cotton, 7 1-2c.**
- Apron Gingham, in all checks and colors, for 3 3-4c.**

We're Overstocked in Bedding.

The most enormous purchase ever made, and the line comprises every quality and kind, from the cheaper to the finest blankets, and a similar range in the bed comforts. These special prices Monday:

- \$1.25 and \$1.50 White Cotton-filled Comforts, the full double bed size; silkoline and creoline coverings, in the most desirable bright patterns; price Monday will be 80c.**
- 11-4 Blankets, the lowest price ever reached heretofore has been \$5.95; 50 pairs will be on sale Monday for \$4 a pair.**
- The Best Elderdown Comforts, covered with finest imported satteens; \$5.75 is the regular price; your choice of all the different colorings, \$3.98.**
- The \$5.50 Handsome All-wool Steamer Robes; one of the comforts about the home for lounging; also useful for automobile and carriage robes; our price is \$5.98.**
- The Heaviest Flannelette Blankets made, equal in warmth to \$5 wool blankets—these are cotton-white or gray, extra size; the price, 60c a pair.**
- In this Bedding Department will be found—12 1-2c Best Pillow Cases, 9c.**
- Single Bed Comforts, 35c; other Comforts 50c and 75c; almost any quality to any of the most artistic designs made in America.**
- Double Bed, Linen Finished Bleached Sheets, the 50c ones are 50c.**
- Single and Three-quarter Bed Bleached Sheets for 30c, 45c and 48c; several grades of cotton.**
- 2 1-4 and 2 1-2 Yard Wide Bleached Sheets; some are hemstitched, the grades that usually retail for 70c and 75c, go on sale Monday, 60c.**
- Also on sale these White Quilts—The Medium Weight Double Bed Crochet Quilts, 60c.**
- Imported Marseilles Quilts, in valance, fringed and plain, extra large, never sold for less than \$3.50; these for \$2.50.**
- Very Handsome Marseilles Quilts, imported to retail for \$7 and \$8, extra heavy embossed; these will be \$5.**

Our Houseware Department

Is increasing, and it is of interest to every housekeeper to know it. Here are some special prices for Monday:

- 100-piece Dinner Sets, in assorted floral decorations, glass stippled, usually \$12.50, now \$9.75.**
- 56-piece Carlsbad Tea Sets, worth \$5.50, now \$4.00.**
- \$5.75 for 10-piece Decorated Toilet Set.**
- 40c—Large White Mixing Bowls.**
- 40c—Decorated Covered Dishes.**
- 80c for Pretty Salad Bowl, in American Beauty decoration.**
- 25c—China Cuspidors.**
- 40c—Large Size Jardiniere, in assorted colors.**
- 45c—Frosted Glass Globes.**
- \$1.50—Umbrella Stands.**
- 8c—Decorated Dinner Plates.**
- 10c—Japanese Bread Trays.**
- 50c for Decorated Butter Dishes; were 95c and \$1.25.**
- \$1.50—Nickel Centre Draft Student's Lamp.**
- 95c for \$1.50 Red Hall Lamps.**
- 95c for Imitation Cut Glass Water Sets.**
- 10c for Cut Pattern Olive or Pickle Dishes.**
- 75c dozen—Punch Glasses.**
- 80c a dozen—Wine Glasses.**
- \$1.25 a set—Wm. Rogers 12 dwt. Knives and Forks.**
- \$2.50 a dozen—Wm. Rogers' Tea Spoons.**
- Sale of Granite Ware.**
- 80c—Granite Ham Rollers.**
- 75c—12-quart Granite Sauce Pots.**